

ORDER



Orders
Order / Rev: 726178
Alt Order #: 06401262
Product Desc: THOMPSON FOR SENATE
Estimate: 3185
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Placement/ POL
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Thompson, T/ R/ Senate WI
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	17	\$25,725.00	\$21,866.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$25,725.00	\$21,866.25	0.00
Totals	17	\$25,725.00	\$21,866.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	11/01/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---TF--	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		2			\$1,000.00		0.00				
E 2	KARE	11/05/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MT-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		2			\$1,000.00		0.00				
E 3	KARE	11/01/12	11/02/12	Today Show Today Show	CM	7-9a	---TF--	:30	2	\$900.00	P-4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		2			\$900.00		0.00				
E 4	KARE	11/05/12	11/06/12	Today Show Today Show	CM	7-9a	MT-----	:30	2	\$1,000.00	P-4	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----		2			\$1,000.00		0.00				
E 5	KARE	11/01/12	11/02/12	M-F 5-530p KARE 11 5 News	CM	5-530p	---TF--	:30	2	\$1,975.00	P-4	0.00	NM	2	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---TF--		2			\$1,975.00		0.00				
E 6	KARE	11/05/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$1,800.00		0.00				

Order / Rev: 726178
 Alt Order #: 06401262
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: Thompson, T/ R/ Senate WI
 Product Desc: THOMPSON FOR SENATE
 Estimate: 3185
KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KARE	11/01/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---TF--	:30	2	\$1,975.00	P-4	0.00	NM	2	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2			\$1,975.00			0.00			
E 8	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$1,800.00			0.00			
E 9	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	M-----	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$3,000.00			0.00			
E 10	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$3,375.00	P-4	0.00	NM	1	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1			\$3,375.00			0.00			
E 11	KARE	11/05/12	11/05/12	M-F 430-5A 430a SUNRISE	CM	430-5a	M-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$50.00			0.00			
Totals														17	\$25,725.00